

The ECREA Temporary Working Group „Communication and Sport” was proposed in February 2019 and approved in July 2019. The founding and current management team consists of the chair Daniel Nölleke, (University of Vienna, Austria) and the vice chairs Kirsten Frandsen (Aarhus University, Denmark) and Xavier Ramon (University Pompeu Fabra, Barcelona, Spain). The TWG’s formal objectives and modus operandi are available on the ECREA website (<https://ecrea.eu/page-18229>). In early 2021 the new ECREA TWG has 23 members.

Since the TWG’s start in the second half of 2019, the management team has planned future activities of the TWG and started to recruit members. For the TWG’s panel at the ECC, we issued a call for papers on how a diversified landscape of sports communication relates to the issue of trust. We received 12 submissions and, thanks to the support of 11 reviewers, could put together a highly interesting panel with 5 contributions by authors from Germany, Spain, and Austria. Unfortunately, ECC 2020 had to be postponed due to the pandemic.

The pandemic not only affected the ECC but also other planned activities of the TWG. Due to COVID-19, we had to cancel a seminar/workshop that was supposed to take place in Vienna in early 2021. Instead, we have decided to organize a virtual seminar which is scheduled for 5-6 November and which will be hosted by the Aarhus University. The call for papers which will specifically address the issue of diversity in sports communication research, will be published in early March 2021. The TWG’s management team will organize a panel discussion with distinguished experts in sports communication which will be part of the virtual seminar. In addition to the virtual seminar, the TWG will of course also hold its panel at ECC and aims to organize a pre-conference on ‘Sports events, nationbuilding and branding’ in connection with the ECC 2022 in Aarhus.